

The Community Attraction and Tourism (CAT) Program

Life 2.0: How people across America are

transforming

Their lives by finding the **where**
of their **happiness.**

Rich Karlsaard



Debi Durham

Director

Programs under the Vision Iowa Umbrella

» Vision Iowa (all funds awarded)

- River Enhancement Community Attraction and Tourism (RECAT)
- Community Attraction and Tourism (CAT)
- CAT Marketing



Vision Iowa Board

- » Fred Diehl, Osceola
- » James Davidson, Burlington
- » Carrie Tedore, Dubuque
- » Tammy Robinson, New Hampton
- » David Odekirk, Waterloo
- » Craig Johnson, Independence
- » Cathy Reese, Chariton
- » James Cornett, Davis City
- » Charese Yanney, Sioux City
- » Kelly Reilly, Des Moines

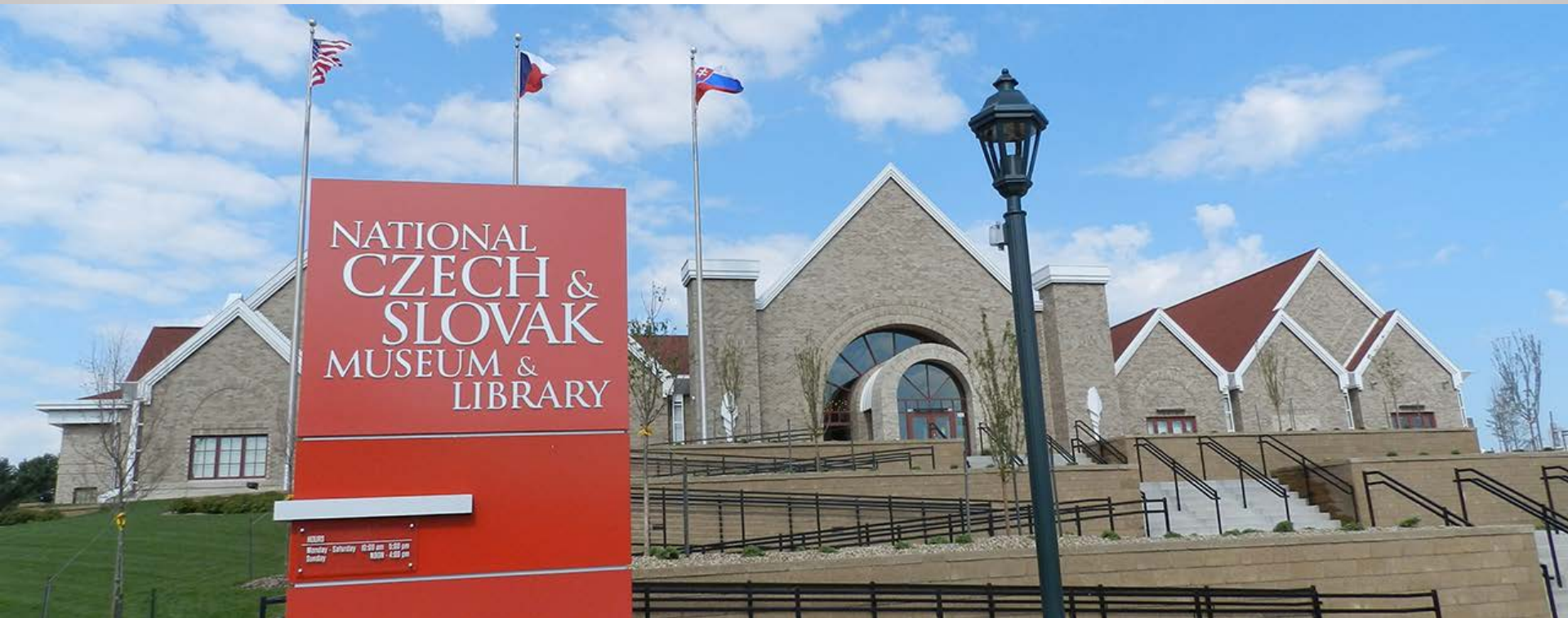
CAT Fund

- » Provides financial assistance for recreational, cultural, educational or entertainment attractions that are open to the general public
- » No minimum or maximum total project cost
- » Current funds available
 - FY 13: \$4.3 million
 - FY 14: \$4.9 million



CAT Marketing

- » Provides financial assistance to Vision Iowa, CAT or RECAT award recipients for marketing their projects
- » \$100,000 of each annual CAT allocation is legislatively-required to be spent on marketing



CAT Program History

- » 497 applications received
- » 363 funded projects
- » CAT amount awarded: \$137,818,849
- » Total CAT project costs: \$992,610,693
- » Projects funded in 97 of 99 counties
 - Davis (no applications)
 - Floyd (RECAT application pending)
- » 1/3 of each annual CAT allocation must be reserved for small population areas (City < 10,000 or County < 12,000)
 - exceeded this requirement in FY01-FY12

CAT Eligible Applicants

- » City
- » County
- » Non-profit organization
- » School district (only as co-applicant with a City or County)



CAT Application Considerations

- » **Broad community support**
 - Vision Iowa Board has interpreted this to mean funding from City, County and private citizens
- » **CAT should be “last dollar in” after all other financial resources have been identified and exhausted**
- » **Project must be primarily vertical infrastructure**
 - Land acquisition and construction, major renovation and major repair of buildings, trails
 - Does NOT include routine maintenance, operational expenses or leasing of a building
- » **Detailed cost estimates and explanation of all project elements, project renderings**
- » **Commitment by applicant to provide at least 50% of the cost of a standard medical insurance plan to all full-time employees (legislative requirement)**

CAT Application Considerations

- » **Demonstrate the project is viable and sustainable**
 - Primary beneficiaries of the project
 - How project fits in with community or regional economic development plans
 - Impact on quality of life and tourism
 - Impact on workforce retention and recruitment
- » **Demonstrate how the project will stimulate additional development**
- » **A minimum of 50% of the project must be secured in eligible matching funds**
 - Eligible matching funds: Federal, City, County, private foundations, businesses, individuals, in-kind
 - Ineligible: State Funds (until 50% threshold is reached), funds that have already been spent

CAT Application Considerations

- » Documentation of funds raised
- » Planning principles
 - Sustainability
- » Technology and Values
 - How is technology being used
 - Does the project reach out to lowans of all ages
 - Does it promote fine arts and healthy environments



Application Process

- » Staff review
- » Committee review
- » Applicant makes presentation to CAT committee/Vision Iowa Board
- » CAT committee scores application
- » Project sent to negotiations and/or awarded
- » Funds spent while application is under review cannot be counted
- » Length of time varies from project to project

Recent Projects

- » Cedar Valley SportsPlex: \$750,000
- » Historic Osceola Depot & Visitors Center: \$88,000
- » Greater Des Moines Botanical Garden Expansion: \$980,000
- » Fort Madison Sports Complex: \$766,000
- » Barrick Rd. Bicycle/Pedestrian Bridge: \$148,316
- » Kossuth County Agriculture and Motorsports Museum: \$100,000
- » Rethink, Reshape, Reinvent – New Learning Environments at the Family Museum: \$195,000
- » Blank Park Zoo Foundation: \$1,000,000
- » Indianola Wellness Center: \$481,244
- » Stanton Viking Center: \$513,990
- » Johnny Carson Birthplace Society: \$21,100

Pending Applications

» 14 applications requesting approximately \$6.2 million

- Historic Milwaukee Railroad Shops Phase 2
- Merville Main Street Pavilion
- Louisa County Fairboard Youth Center
- Des Moines Social Club
- City of Traer Pool Renovation
- Koser Spring Lake Park Renovation
- Pella Sports Park Project
- Robey Memorial Library Expansion
- Van Horne Community Projects
- Lowe Park Sculpture Trail and Amphitheater
- Avery Theater
- Main St Mt Pleasant Union Block
- John Wayne Birthplace
- Sioux City Art Center



IOWA[™]
economic development

Debi Durham

Iowa Economic Development Authority